

Big data for business: Week 2 - data integration and APIs

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1. Welcome!

2. Let's discuss key aspects of the content of the lecture for today

- ¥ Integrating different data streams: it is a technical challenge and it can create value by itself
- ¥ New challenge for data integration: being compliant and transparent (we'll go more in details in a later session)
- ¥ A note on the technical vocabulary used by data scientists visiting this course
- ¥ What is a DMP? Difference with a "data lake" and "CRM"?
- ¥ "SalesForce have a rich ecosystem and that's because they understood the value of APIs before their competitors"
- ¥ On the difference between EDIs and APIs: a matter of IT culture

The end

Find references for this lesson, and other lessons, [here](#).



This course is made by Clement Levallois.

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